

Sample Social Media Messages

SUPPORTING SAMHSA'S NATIONAL PREVENTION WEEK THROUGH SOCIAL MEDIA

Substance use prevention and mental health promotion are important. Awareness, understanding, and dialogue harness the power of prevention to help us all make each day count.

To build excitement and engagement in the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week (NPW) in May, we are starting an online dialogue through social media, using the hashtag **#NPW2017**.

We encourage you to share your prevention message on social media platforms such as Facebook, Twitter, Instagram, Snapchat, and LinkedIn. Here are some sample social media messages to get you started!

NATIONAL PREVENTION WEEK SAMPLE TWITTER MESSAGES

- We are proud to partner with @samhsagov for #NPW2017 coming up May 14–20!
samhsa.gov/prevention-week
- Mark your calendars! @samhsagov's National Prevention Week takes place May 14–20, 2017. Learn more today! #NPW2017 samhsa.gov/prevention-week
- Make Each Day Count by taking @samhsagov's #PreventionPower Challenge today! Learn more:
samhsa.gov/prevention-week/prevention-power-challenge

NATIONAL PREVENTION WEEK SAMPLE FACEBOOK MESSAGES

- Mark your calendars! We are partnering with SAMHSA on May 14–20 for National Prevention Week (NPW) 2017. NPW is a national health observance focused on increasing the prevention of substance use and promotion of mental health. samhsa.gov/prevention-week
- SAMHSA's National Prevention Week 2017 is coming up on May 14! During #NPW2017, each day will have a designated prevention theme—check the themes out when planning your events and join the conversation! samhsa.gov/prevention-week
- Make Each Day Count by taking the National Prevention Week 2017 #PreventionPower Challenge! Then, challenge your friends to do the same! Visit the website today to learn more!
<https://www.samhsa.gov/prevention-week/prevention-power-challenge>

NATIONAL PREVENTION WEEK GRAPHIC



SAMHSA'S NATIONAL PREVENTION WEEK #PREVENTIONPOWER SOCIAL MEDIA CHALLENGE

Each month, SAMHSA will ask a question to encourage people around the country to share their prevention stories, ideas, and choices that help them make each day count and live healthier lives through the power of prevention.

Their messages of strength and support will be featured on the NPW website and at the NPW kickoff event on May 15.

By including the hashtag **#PreventionPower** and **#NPW2017**, we can expand the reach and engagement in the NPW challenge by contributing to existing conversations occurring on social media.

#PREVENTIONPOWER MONTHLY CHALLENGES

- **February 2017:** When you think of prevention, what word comes to mind? Share the one word that best describes **#PreventionPower**.
- **March 2017:** Share a video, story, or photo of someone who supports your **#wellness** and the **#PreventionPower** in all of us. Tag your friends and colleagues so that they can participate, too.
- **April 2017:** Share a video or photo of what you do every day to make each day count. Then challenge someone else to do the same. **#PreventionPower**
- **May 2017:** Go Live! on social media during **#NPW2017** (May 14-20) and talk about one of the NPW daily themes. Then, challenge your friends to do the same! **#PreventionPower**

#PREVENTIONPOWER CHALLENGE SAMPLE MESSAGES

You can use the following sample messages as suggestions of what to post on your social media channels to invite your followers to participate in each month's **#PreventionPower** challenge. Don't worry if you missed February and March, you can still post those messages!

- **April 2017:**

- **Twitter:** Join @samhsagov's #NPW2017 Challenge! Share a video or photo of what you do every day to make each day count. Here is ours! #PreventionPower
- **Facebook:** Tag, you're up! We're participating in this month's [SAMHSA](#) National Prevention Week Challenge. Check out our video [or photo] of how we make each day count, and be sure to share your own! #PreventionPower

- **May 2017:**

- **Twitter:** #NPW2017 is almost here! We are going LIVE on May [Insert day] discussing [Insert topic]! #PreventionPower
- **Facebook:** #NPW2017 is almost here! Join us LIVE May 14–20 when we discuss one of the seven daily themes as part of [SAMHSA](#)'s #PreventionPower Challenge!
- **Twitter—week of:** Watch our [Insert title and name of person in video] discuss the importance of [Insert daily topic]! #PreventionPower #NPW2017
- **Facebook—week of:** Today's #NPW2017 theme is [Insert Daily Theme]! Watch our [Insert title and name of person in video] discuss [Insert Topic]. How does your community or organization promote this important topic? #PreventionPower

#PREVENTIONPOWER CHALLENGE GRAPHIC

